



2024 Annual Conference Virginia Beach

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Thoroughgood House



MOCA



Great Bridge Battlefield & Waterways



Marriott Oceanfront Resort



Marriott Virginia Beach Oceanfront Resort



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#VAM2024

Building Community: Engagement, Access, and Support

Museum professionals often think about how they can best show their value as a community asset. Embedded within those conversations are larger discussions on the meaning of place, space, and access as well as the implications on staffing, funding decisions, engagement with stakeholders, relevant programming, exhibition elements, and the very definition of community itself. Indeed, it begs the question of how to implement inclusive language, the lived and written experiences of diverse, historically marginalized voices, and uncovering biases within the very fabric of our walls. These are our challenges – these are our opportunities.

Relevance to one's community need not be just about merely connecting with locals or the traditional patron/donor to one's organization, but stepping outside the brick-and-mortar footprint in ways which meaningfully address national narratives and questions. Modern museum leaders are asking: Who is actually part of a museum's community? How can museums prove that they have value to their communities beyond the traditional understanding of preserving and displaying objects? How can museums expand their understanding of community to include their internal community of staff and volunteers, creating better avenues of support? What happens if we start thinking of our business contacts (donors, vendors, consultants, etc.) as community members? What are the implications of a community-focused approach on daily operations as well as strategic planning?

As in most questions or museum best practices, there is no single overarching answer to the question of how to be both a pillar of one's community – however that might be defined - while balancing that against the realities of running a museum as a business with limited human and financial resources. VAM 2024 invites our museum community to add your experiences, challenges, successes, failures, and more to the discussion on the value and means by which we build community inside and outside of our walls. We look forward to these discussions in Virginia Beach as we explore how we can help each other succeed in this ever-changing landscape.

Virginia Humanities supports the Virginia museum community.

VirginiaHumanities.org

Connecting Virginians with their history, culture & traditions.

PROGRAMS & INITIATIVES

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Virginia Festival of the Book

Education & Community Initiatives

Virginia Center for the Book

Virginia Folklife Program

With Good Reason Radio



Spacesaver Storage Solutions supports the Virginia museum community.



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<https://www.spacesaverva.com/virginia-association-of-museums-storage-products/>

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Spacesaver Storage Solutions isn't just a storage provider; we're your partners in creating a museum experience that captivates and inspires. Elevate your museum's storage capabilities, enhance preservation efforts, and take a giant leap towards modernization.

Preserving the rich history and cultural heritage housed within your museum is a top priority. Spacesaver understands the unique challenges museums face in safeguarding priceless artifacts, documents, and exhibits. Our cutting-edge storage systems are designed to provide state-of-the-art security, climate control, and protection against environmental factors, ensuring the longevity of your treasures.

Schedule at a Glance

All activities are held at Marriott Oceanfront Resort unless noted*
 Key: \$ Fee Required - onsite registrations for Sun & Mon events are available until sold out

SATURDAY, MARCH 9, 2024

1:00 pm - 4:00 pm Historic House Forum: Furnishing Spaces* \$
 Have We Peaked Your Interest? Building
 Historical Attractions in Chesapeake, VA* \$
 Why Cultural Philanthropy is Important* \$

6:30 pm - 8:30 pm Conference Kickoff: Trivia Night at
 Smartmouth Brewery*

SUNDAY, MARCH 10, 2024

9:00 am - 6:00 pm Registration Open

10:00 am - 11:30 am Opening Presentation

11:30 am - 12:00 pm VAM Mentorship Meet &
 Greet

12:00 pm - 6:30 pm Exhibit Hall Open

1:00 pm - 4:30 pm Leadership Forum

1:00 pm - 2:15 pm Concurrent Sessions

2:30 pm - 3:00 pm Coffee Break

3:30 pm - 4:45 pm Concurrent Sessions

5:00 pm - 6:30 pm Welcome Reception/Silent Auction in
 Exhibit Hall

Student Poster Session Presentations

7:00 pm - 9:30 pm Evening Event: Virginia Aquarium & Marine
 Science Center* \$

MONDAY, MARCH 11, 2024

8:30 am - 5:00 pm Registration Open

9:00 am - 10:00 am Keynote Presentation

9:00 am - 6:30 pm Exhibit Hall and Silent
 Auction Open

10:00 am - 10:30 am Annual Meeting

10:30 am - 11:00 am Coffee Break

11:00 am - 12:15 pm Concurrent Sessions

12:30 pm - 2:15 pm Awards Luncheon \$

2:30 pm - 3:45 pm Concurrent Sessions

4:00 pm - 6:30 pm Reception/Regional Meet-ups in
 the Exhibit Hall

7:00 pm - 9:30 pm Evening Event: Virginia Museum
 of Contemporary Art (MOCA)* \$

TUESDAY, MARCH 12, 2024

8:30 am - 10:30 am Registration Open

8:30 am - 12:00 pm Silent Auction Pick Up

8:30 am - 9:00 am Continental Breakfast

9:00 am - 10:30 am Town Hall Session

11:00 am - 12:15 pm Concurrent Sessions

1:30 pm - 3:30 pm Post-Conference
 Tours/Activites

Conference Tracks

Follow the conference tracks to create a customized agenda for your conference experience and help focus your time on topics that matter most to you.

Collections/Exhibitions

Education/Outreach

External Affairs

Internal Affairs

Career/Personal Development

Types of Conference Sessions

Roundtable (75 minutes): Roundtables are typically half presentation about a topic, half discussion and feedback with the panelists and attendees.

Case Study (75 minutes): Facilitated conversation with panelists on a particular topic, often including discussion questions with participants.

Expert-Led Discussion (75 minutes): Facilitated discussion with an expert or panel on a particular subject.

Traditional Panel Presentation (75 minutes): Two or more presenters, sometimes with a moderator, on the discussion of a project or case related to the theme

Workshop (3 hours): A half-day workshop is a more intensive and skills-based deep dive into a topic. It includes concrete, practical tools and lessons for a smaller group of attendees.

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Riggs Ward supports the Virginia museum community.



Thank You 2024 Committee & Sponsors!

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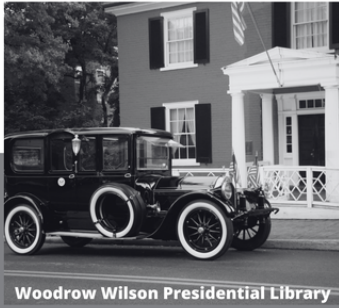


Thank you to The Curtis Group for sponsoring the Virginia Aquarium & Marine Science Center



Thank you to Gunston Hall for sponsoring the keynote speaker, Caroline Klibanoff

We See You.



**We see your strength, your resolve, your dedication,
your compassion, your perseverance and your generosity.**

**We are honored to support you
as you engage and educate our world.**

 **The Curtis Group**

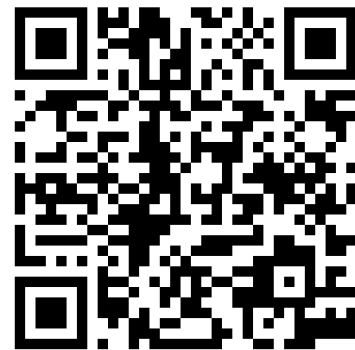
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Virginia Certificate in Museum Management

Education tracks are also designed to assist students in VAM's Virginia Certificate in Museum Management program with obtaining credit in their core curriculum credits or multi-day conference requirements. Read each session's description for details as some qualify for more than one track. **See the back of the program book for reporting form.**



Read more about the Virginia Certificate in Museum Management

Gunston Hall supports the Virginia museum community.

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Marshall Craft Associates supports the Virginia museum community.

At Marshall Craft Associates (MCA), we are committed to enhancing the quality and strength of the cultural and civic life across our communities.

As always, our mandate is paramount:

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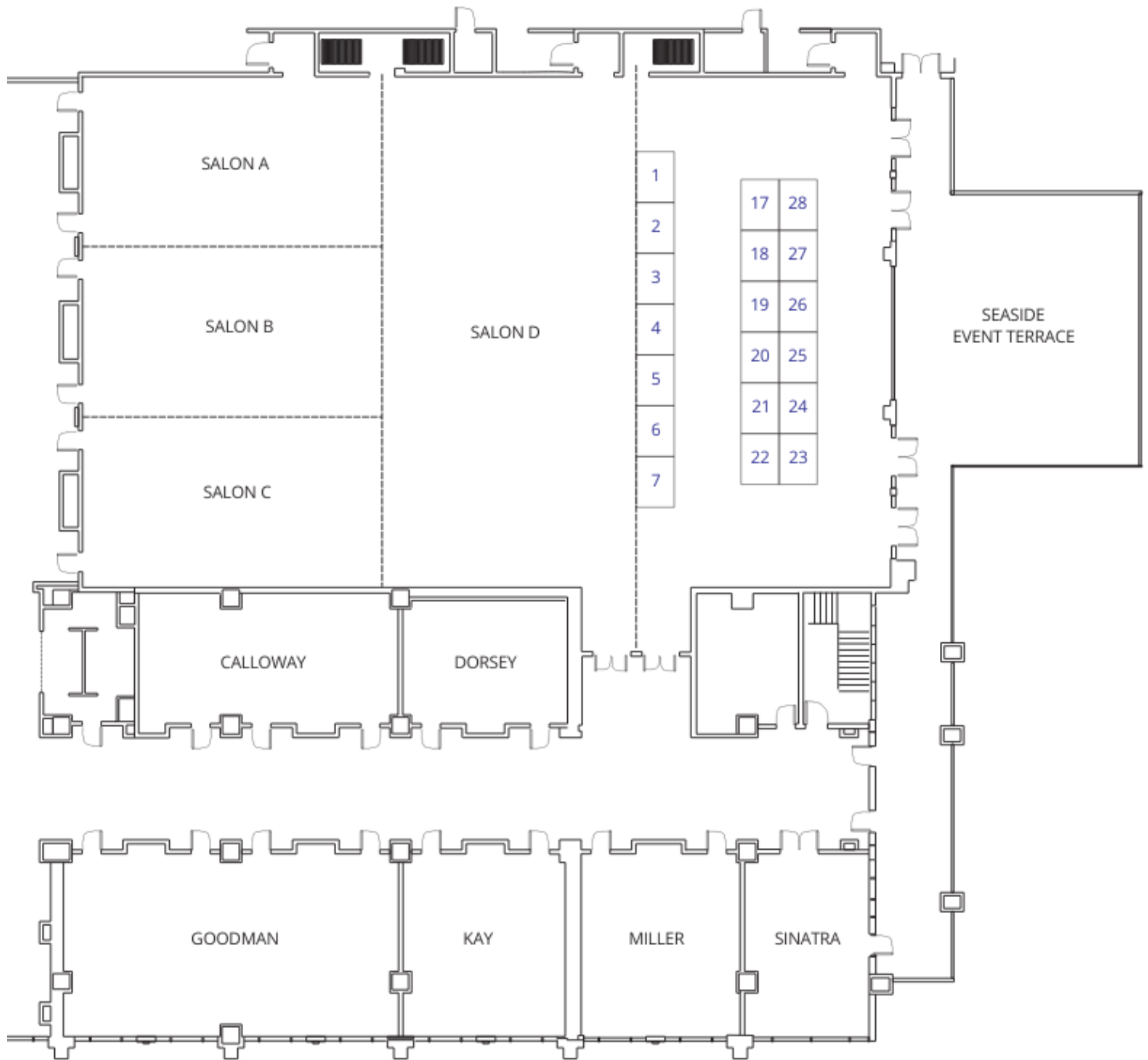


National Museum of Women in the Arts
Photo credit: Jennifer Hughes

MCA | ARCHITECTURE®

Exhibit Hall Directory

Thank you to our business colleagues for their support of the Virginia Association of Museums!
The Exhibit Hall opens Sunday, March 10 at 12:00 pm



BOOTH # COMPANY

1 Capitol Museum Services	17 Hollinger Metal	24 TBD
2 AerialLook	18 Tour Mate	25 VAM
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7 Virginia Humanities	23 Re: Discovery Software	

Exhibit Hall Directory

Capitol Museum Services Booth #1

Capitol Museum Services (CMS) is the preeminent provider of quality museum and visitor center exhibit fabrication and installation services. For more than 35 years, our team of detailers and craftsmen have worked closely with designers and museum professionals to turn their vision into practical reality.

Contact: Michael Buggé, mikeb@capitolmuseumservices.com
12299 Livingston Road, Manassas, VA 20109
www.capitolmuseumservices.com

AerialLook Booth #2

With its immersive, interactive virtual tours, Aeriallook helps clients drive internet and foot traffic to their sites. With 3D and virtual reality, patrons from around the world can experience your museum or historical site. We can add photographs, videos, web links, wayfinding, and augmented reality (both live and virtual) to help you tell your story, boost your brand, increase physical visits, and create revenue.

Also, our technology can provide a digital history of your site, so that the old look isn't lost during renovations and gallery changes. And for sites that need structural changes, our software integrates with that of architects and builders – saving them time and saving you money.

Contact: Kevin Cook, kevin@aeriallook.com
(703) 646-8141
8335 Argent Circle, Fairfax Station, VA 22039
<http://aeriallook.com/>
<https://www.instagram.com/aeriallook/>
<https://www.facebook.com/aeriallook/>
<https://vimeo.com/search?q=aeriallook>

Frameless Technologies Booth #3

Frameless Technologies creates interactive exhibits, museum apps, and virtual experiences, utilizing AR, VR, 3D artifact modeling, aerial maps, touchscreens, “no touch” technology, and virtual tours.

Contact: Michaela Gaaserud,
mgaaserud@framelesstechnologies.com
703-868-8564
www.framelesstechnologies.com

Glavé & Holmes Architecture Booth #4

Architecture, Interior Design, and Historic Preservation Services for museums and cultural sites.

Contact: Steven Blashfield,
sblashfield@glaveandholmes.com
2101 East Main Street, Richmond, VA 23223
www.glaveandholmes.com

The Curtis Group Booth #5

For 35 years, The Curtis Group has helped over 250 nonprofits, raising over \$1 billion dollars for its clients. Based in Virginia, The Curtis Group works across all sectors throughout the United States. As a proud partner of VAM, The Curtis Group is honored to serve so many VAM members for their fundraising needs.

Contact: Victoria@thecurtisgroup.com
757-496-2224
www.thecurtisgroup.com

STQRY Booth #6

STQRY provides award-winning digital storytelling platforms to help your audiences explore, engage, and discover destinations in new ways. The STQRY team has worked on thousands of projects worldwide since our inception in 2006 with clients ranging from museums, parks, attractions, cities, tour operators, and historic sites of all sizes. Using the STQRY Builder you can choose from a range of amazing features to create location-based tours, virtual tours, mobile, and web apps, audio guides, games, and online collections. Our newest product offering is the STQRY Kiosk platform, where you can create digital labels and richly interactive storytelling elements for your visitors.

Services Provided:

Apps & Kiosk

Contact: Lydia Ireland, lireland@stqry.com
Rochester, NY

Virginia Humanities Booth #7

Virginia Humanities is the state humanities council. We aim to share the stories of all Virginians—or, better yet, find ways for people to share their own stories. We want Virginians to connect with their history and culture and, in doing that, we hope we'll all get to know each other a little better. Thanks to dedicated public and private partnerships we have become one of the largest and most diversely funded of the state councils, reaching millions of people annually

through our wide range of programs and initiatives.

Contact: info@VirginiaHumanities.org

946 Grady Ave., Ste. 100 Charlottesville, VA 22903

VirginiaHumanities.org

Hollinger Metal Booth #17

Founded in 1945, Hollinger Metal Edge, Inc., located in Fredericksburg, Virginia, offers a wide variety of archival materials including boxes, polyester sleeves and enclosures, folders, envelopes, tissue, and bond paper for the storage of works on paper, documents, books, photographs, textiles and other collections. Hollinger Metal Edge manufactures custom orders daily and welcomes your request for a quote on special items. Call for a free catalog or visit us online at www.hollingermetaledge.com.

Contact: Abby Shaw, abbyshaw@me.com

9401 Northeast Drive

Fredericksburg, VA 22408

800 634 0491

Tour Mate Booth #18

With more than 30 years experience in the Interpretive market, Tour-Mate is one of the leading providers of fully integrated Interpretive Solutions on multiple high quality, easy to use platforms (handheld audio & multimedia, mobile applications, group guide systems, Eco friendly outdoor stationary systems). Our award-winning content creation including tours that address accessibility ensures that each visitor has a significantly enhanced visitor experience. Tour-Mate has systems installed at over 800 attractions, including museums, Historical Sites, Aquariums, Parks, Gardens, Trails, and more. *'Taking care of our clients' interpretive needs'* has been the cornerstone of our success. So Let Tour-Mate be your partner in telling your story.

Contact: info@tourmate.com

Toll Free: 1-800-216-0029

www.tourmate.com

VA250 Booth #19

Established by the General Assembly in 2020, the Virginia American Revolution 250 Commission (VA250) serves to commemorate the 250th anniversary of the American Revolution, the Revolutionary War, and the independence of the United States in the Commonwealth of Virginia, one of the former colonies and future states, where much of this history took place.

A primary goal of the Commission is to convene and facilitate a multi-year series of robust events, including three national signature events annually through 2026 and dozens of Virginia-specific

signature events that mark key anniversaries and events across every corner of the state.

Contact: Trevor Grimm, Marketing & Brand Director

tgrimm@va250.virginia.gov

1001 E Broad St. Suite 204, Richmond, VA 23219

Willis Tower Watson Booth #20

The world of fine art is a unique and complex one, presenting a specific risk environment. The Fine Art team has clients in every part of the fine art supply chain and an inherent understanding both of the subject matter and the operational environment. Our extensive backgrounds in fine art and collections insurance and direct involvement with the museum community make us one of the most highly qualified teams of insurance specialists.

Contact: Martha Barroso, martha.barroso@wtwco.com

Grace Fiacre, grace.fiacre@wtwco.com

12505 Park Potomac Ave, Suite 225, Potomac, MD 20854

www.wtwco.com

VMHC Booth #21

Virginia Museum of History & Culture Traveling Exhibitions
The VMHC offers several low-security exhibitions designed for display in museums, historical societies, libraries, and other venues. As the nation prepares to commemorate the 250th anniversary of its birth, the VMHC is currently booking for two upcoming exhibits, Give Me Liberty: Virginia and the Forging of a Nation and We the People: The World in Our Commonwealth. Founded in 1831, the VMHC, a private, non-profit organization, is the oldest museum and cultural organization in Virginia, and one of the oldest and most distinguished in the nation.

Contact: Veronica Blanco, vblanco@virginiahistory.org

428 N Arthur Ashe Blvd, Richmond, VA 23220

www.virginiahistory.org

Spacesaver Solutions Booth #22

Spacesaver offers storage solutions that meet the unique criteria for museums. From books, specimens, maps, or hanging artwork to textiles, manuscripts, bones, or rocks, we can help you better manage and store your materials. Your collection already has a place in history – let us help you make sure it will have one in the future!

Contact: David Craig, David@spacesaverVA.com

Re: Discovery Software Booth #23

Re: Discovery Software is more than just a collections management software company. We are a team of museum and archives professionals and software engineers. Your Proficio software will be supported and upgraded, advancing with technology as it evolves. We are proud of our notable and diverse clientele, from art to science museums, and historic sites to archives, at nonprofits, universities, and government agencies on the state, federal, and local levels.

Contact: Samuel Wilkinson, swilkinson@rediscov.com, 3040 Berkmar Drive, Suite B1, Charlottesville, VA 22901
www.rediscoverysoftware.com

VAM Booth #25

VAM supports over 3,000 members, including individuals, businesses, and institutions ranging from historic houses to botanical gardens, aquariums and zoos, art museums and galleries, battlefields, military museums, historical societies, and more.

Contact: Rick Hurley, rick@vamuseums.org
3126 West Cary Street #447 Richmond, VA 23221
www.vamuseums.org

Marshall Craft Associates Booth# 26

We are a diverse group of innovative design and planning professionals committed to design excellence, client service, ingenuity, communication, collaboration, and integrity. We combine our talents to uncover opportunities and unique solutions for our cultural and civic work. Our mandate for every person on every project is simple: Do the Right Thing.

Contact: Ed Gillikin, AIA, LEED AP, egillikin@mca.design
804.382.0631
www.mca.design

MBA Design & Display Products Booth #27

The MBA Mila-wall modular wall system is ideal for changing exhibition spaces, multi-purpose areas, and traveling exhibits. Nailable, paintable, flexible design layouts, easy installation & efficient storage options. MBA offers a cost-effective & sustainable wall solution.

Contact: Mark Fireoved, mfireoved@mba-usa.com
Cell: 610-955-9789
35 East Uwchlan Ave, Suite 310, Exton, PA 19341
800-635-7386
www.mbawalls.com

Riggs Ward Design Booth #28

Riggs Ward is a multi-disciplinary firm located in the capital city of Richmond, Virginia. We inspire visitor engagement in museums and cultural centers through experiential exhibit design, interactive media, innovative graphic design, and strategic master plans.

Contact: Brent Ward, bward@riggsward.com
2315 West Main Street, Richmond, VA 23220
www.riggsward.com

The University of Richmond supports the Virginia museum community.



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ARCHITECTURE

At Glavé & Holmes Architecture, we support Virginia's museums by creating exceptional environments that help to **elevate the human spirit**. Whether you are building for a new vision, refreshing an existing property, or planning for the future, our team of architects and interior designers continuously produce outstanding results to satisfy clients.

VIRGINIA
MUSEUM
OF HISTORY
& CULTURE



Conference Program

SATURDAY, MARCH 9

1:00 pm - 4:00 pm Historic House Forum: Furnishing Spaces \$

Historic furnishing plans document the history of a structure's use and interior appearance, and, if appropriate, provide a plan for recreating and/or maintaining the historic interior. In developing these plans, we are representing the lives of those whom we seek to interpret, but who do not leave much, if any, of a written trail, or who are "seen but not seen" is challenging. Too often, these people were the ones who did the work while others reaped the benefits. We want to show the surroundings in which they worked and the objects important to their labors, but the information is scant, at best. The process of developing a furnishing plan for the spaces within which these often-ignored people lived and worked can lay the foundation for a better understanding of their lives and, in turn, better help museum staff interpret those lives to visitors. During this forum, panelists will explore via case studies a variety of topics surrounding historic furnished structures highlighting how historic furnishings plans are developed and written, how the recommendations and research acquired are implemented to create a historically furnished space, and how the interpretive objectives and goals inherent in preparing and planning for these spaces are enacted in interpretive programming and site operations.

Location: Thoroughgood House Education Center

Type of Session: Workshop

Track: Collections/Exhibitions

Speakers: Martha Katz-Hyman (Independent Curator); Travis Henline (Jamestown-Yorktown Foundation); Kimberly Robinson, (NPS)

1:00 pm - 4:00 pm Have We Peaked Your Interest? Building Historical Attractions in Chesapeake, VA

Come learn how your site can benefit from partnering with local governments, tourism offices, external non-profit organizations, and federal agencies by touring newly developed historic sites in the neighboring city of Chesapeake, Virginia. Locals will guide you across centuries of history, picturesque marshes, and mysterious swamps to reveal what resources you may be overlooking in your own backyard! There is limited seating on the tour bus, so please reserve your spot quickly!

Location: Great Bridge Battlefield and Waterways Museum

Type of Session: Workshop

Track: External Affairs

Speakers: Jessica Cosmas (Chesapeake Parks, Recreation, & Tourism); Elizabeth Goodwin (Great Bridge Battlefield & Waterways History Foundation); Toby Word (Chesapeake Convention & Visitor's Bureau)

1:00 pm - 4:00 pm Why Cultural Philanthropy is Important \$ *Formerly: Creating Visitor & Donor Journey Maps*

A Donor Journey Map achieves organization-wide buy-in on your fundraising process. This validates what is working, helps identify new opportunities, and builds a culture of philanthropy by helping different departments – and volunteers – “see” their role in fundraising. In addition to reinforcing the staff's role in fundraising, it will help identify the unique contributions that leadership volunteers can make. This session will engage participants to work in small groups to create portions of a Donor Journey Map in order to achieve comfort with creating their own maps.

Location: Chrysler Museum

Type of Session: Workshop

Track: External Affairs

Speakers: Hope Marstin (Patrick Henry's Red Hill); Alan Hutson, Jr., MPA, CFRE, (The Monument Group)

6:30 pm – 8:30 pm CONFERENCE KICK-OFF: Trivia Night at Smartmouth Brewery

SUNDAY, MARCH 10

9:00 am – 6:00 pm Conference Registration Open

10:00 am – 11:30 am Opening Session: What Employers Seek

Designed specifically for students and emerging museum professionals, but all are welcome, this session aims to share what skills hiring managers are looking for during the recruitment process.

Location: Goodman

Type of Session: Expert-Led Discussion

Track: Career/Personal Development

Speakers: Scott Stroh (Gunston Hall)

11:30 am – 12:00 pm VAM Mentorship Meet & Greet

Location: Calloway

12:00 pm – 6:30 pm Exhibit Hall Open

1:00 pm – 4:30 pm Leadership Forum: Building Impactful Relationships with Your Local Government

In this session, attendees will hear from local elected officials, museum professionals, and cultural affairs administrators about how museums can forge meaningful, lasting relationships with local government that unlock opportunities for funding, partnership, and community development. It can be challenging for museum directors and other museum professionals to decipher how to identify funding opportunities from local government and how to cultivate relationships with elected leaders and other city officials that produce positive results for museums and the communities they serve. During this moderated discussion, panelists will reveal what local governments prioritize, how municipalities support and connect with museums, and how to effectively advocate for funding and other opportunities within local government.

Location: Miller

Type of Session: Workshop

Track: External Affairs

Speakers: Colleen Higginbotham (Chrysler Museum of Art); Michael Berlucchi (City of Virginia Beach and Chrysler Museum of Art); Martin Thomas, Jr (Vice Mayor, Norfolk); Patrick Duhaney (City Manager, Virginia Beach)

1:00 pm – 2:15 pm Concurrent Sessions

What Interns Want: Practical Tips for Creating a High-Quality Internship Program

The intern-to-employee pipeline has been a long-standing method of recruiting many museum professionals; however, internships today are very different from those of the past. Intern expectations are higher and may include specialized training, creative freedom, and compensation. Is your museum keeping up with the times? How can you strengthen your program to attract, engage, and prepare interns for success? Early museum professionals will share some of the best examples of productive and fulfilling internships they've encountered. A lively roundtable discussion will offer plenty of takeaways for your organization.

Location: Calloway

Type of Session: Roundtable

Track: External Affairs

Speakers: Shaleigh Howells (Pamunkey Indian Museum & Cultural Center); Kendall Stevens (Pamunkey Indian Tribe); Maddie Sisson (George Washington's Mt. Vernon); Lee Ann Shelhorse (Jamestown-Yorktown Foundation); Raeven Chatman (Jamestown-Yorktown Foundation)

Partners in History: A Long-Term Collection-Sharing Partnership Between the VMHC & BHMVA

This session will update the progress of the partnership between the Virginia Museum of History & Culture (VMHC) and the Black History Museum and Cultural Center of Virginia (BHMVA) which began in 2019. This session will look at the challenges of cataloging another institution's collections and develop organizational processes to manage the collection. We will focus on the storage improvements, strategies developed and share long-range plans for cataloging the BHMVA collection.

Location: Kaye

Type of Session: Traditional Panel Presentation

Track: Collections/Exhibitions

Speakers: Rebecca Rose (Virginia Museum of History & Culture); Mary Lauderdale (Black History Museum and Cultural Center of Virginia)

Summer Camps: Building Diversified Engaging Programs by Creating Relationships and Including Community Partners

Whether you are just beginning your museum education career or have been in the field for a few years, this session will discuss the importance of developing relationships with community members as part of your summer camp curriculum. Explore the benefits and rewards fellow museum educators have discovered through their relationships with community members and how they shaped their summer camp programs. Learn the value of creating engaging programming that brings experts and scholars to your organizations that summer camp participants will never forget. Enjoy testimonies from museum educators as they share stories of success and struggles. Come share your summer camp questions and stories during the session!

Location: Salon A

Type of Session: Roundtable

Track: Education/Outreach

Speakers: Nicole Lutz (National Museum of the Marine Corps); Rachel Boyd (Fairfield Foundation)

Practicing Inclusivity in the Museum Space

How do you begin to create a more inclusive museum space, and what resources are available to those looking to get started? Hear from Virginia MOCA, a non-collecting contemporary art museum, and KultureCity, the nation's leading non-profit in sensory inclusivity, on how inclusivity looks in practice. This session will uncover helpful, readily available reference materials for inclusive exhibition and space design, discuss ways to equip your front-line staff with skills, materials, and information that will make every guest feel welcome, and empower attendees to lead the

charge in creating a more inclusive space at their respective institution.

Location: Salon B

Type of Session: Traditional Panel Presentation

Track: Education/Outreach; External Affairs; Internal Affairs; Career/Personal Development; Collections/Exhibitions

Speakers: Kendall Chandler (Virginia Museum of Contemporary Art); AJ France (KultureCity)

Historic Soundscapes and Digging in the Dirt: Expanding Accessibility in K12 Education

Struggling to innovate new student programs at your historic site or museum to remain relevant and accessible? Needing inspiration in thinking about how to engage kids who don't find history interesting? Join Preservation Virginia as we share some of our recent K-12 field trip activities that utilize sensory learning, STEM, and technology to envision historic land (and sound)scapes.

Location: Salon C

Type of Session: Traditional Panel Presentation

Track: Education/Outreach

Speakers: Meika Downey (Preservation Virginia); Patrick Laird (Preservation Virginia); Breanna Geraghty (Preservation Virginia)

Tips for Effective Interviewing

Interviewing for a job in the museum field can be daunting. In a highly competitive field, walk into an interview confidently with tips and insights from museum leaders who have been on both sides of the table. From what to prepare before the interview to tips to overcome difficult questions and how to stand out, learn what employers are looking for and how you can give yourself the best shot at getting that dream job.

Location: Dorsey

Type of Session: Traditional Panel Presentation

Track: Career/Personal Development

Speakers: Paige Gibbons-Backus (Brentsville Courthouse Historic Centre & Lucasville School - PWC); Kimberly Robinson (NPS); Megan Leining (Fairfax Museum and Visitor Center)

2:30 pm – 3:00 pm Coffee Break

Location: Exhibit Hall

3:30 pm – 4:45 pm Concurrent Sessions

Developing & Nurturing Diverse Community Partnerships through Museum Education

How can museums create essential and authentic lasting community partnerships? Morven Park, a historic site in Loudoun County, faced this question eleven years ago when we

noticed our untapped K-12 potential. Redefining our strategic goals allows us to reevaluate how we engage and interact with local school students, which in turn led to developing additional strategic community partnerships.

Location: Salon C

Type of Session: Traditional Panel Presentation

Track: Education/Outreach; External Affairs

Speakers: Gwyneth Mac Murtrie (Morven Park); Mal Matos (Morven Park); Jennifer Herrin (Loudoun County Public Schools)

Transformative Voices: How Stories of Access & Diversity Motivate Leadership Towards Institutional Sustainability

This compelling and timely conversation about museum educational leadership narratives incorporates discussions on the challenges facing underrepresented professionals and visitors as they navigate museum culture. Voices coming from racial minorities, LBGTQIA+ communities, visible and non-visible disability groups are important but almost anomalous within the leadership of museums. These speakers represent some of those voices and will share with the audience views on emerging strategies for how to improve institutional diversity, equity, and inclusion. Their stories and experiences will be the dialogue's focus.

Audience members are encouraged to participate after this moderated panel discussion.

Location: Salon B

Type of Session: Traditional Panel Presentation

Track: Internal Affairs; Career/Personal Development

Speakers: Jaimeson Daley (The Kluge-Ruhe Aboriginal Art Collection); Kody Grant (UVA); Stacey Shelnut-Hendrick (Chrysler Museum of Art); Lillian Lewis (VCU)

Summer of Space: How 3 Museums Used Space Travel to Engage Diverse Audiences

In the summer of 2023, three Richmond area museums realized that they were all coincidentally hosting exhibitions focused on space travel. In a moment of creative collaboration, team members from each institution's marketing, education, & programming teams focused on creating a "Summer of Space" that highlighted the ways each exhibition could serve different interests & members of the community. Participants in this session will learn about ways to work collaboratively with other institutions, how to view one topic from a variety of angles, and hopefully leave with takeaways that are "out of this world!"

Location: Kaye

Type of Session: Traditional Panel Presentation

Track: Education/Outreach; External Affairs

Speakers: Margaret Creech (Virginia Museum of History & Culture); Sarah Moseley (The Children's Museum of Richmond); Timshel Purdum (The Science Museum of Virginia)

**Climate Resilience Resources for Cultural Heritage:
Creating a Climate Resilience Strategy for Your
Organization, Benefiting Your Community**

The impacts of climate change on communities and cultural heritage have been felt with increasing frequency, duration, and ferocity over the past year. We have witnessed the destruction of cultural heritage, both tangible and intangible, that will have reverberations for generations. In honor of America's 250th anniversary, it is time for all of us to act to prepare for, respond to, and adapt to these threats to ensure the safety of our shared heritage. This brief workshop and discussion will identify resources and help cultural heritage stewards ascertain the climate hazards, risks, and vulnerabilities to collections and sites.

Location: Salon A

Type of Session: Traditional Panel Presentation; Workshop

Track: Education/Outreach; External Affairs; Internal Affairs; Collections/Exhibitions

Speakers: Jerry Foust (ECPRS); Stephanie Shapiro (ECPRS); Olivia Lacher (The VLM); Luísa Black Ellis (The Elizabeth River Project)

Diversifying Museum Curation and Conservation

In 2021, the Chrysler Museum of Art and Hampton University Museum were awarded a \$500,000 grant from The Andrew W. Mellon Foundation to diversify the field of Curation and Conservation by conducting a three-year pilot fellowship program. This grant provides a curatorial and conservation fellow with the opportunity to conserve, study, and exhibit HUM's Modern African Art collection and CMA's African Art collection. This session will explore the project's conceptualization, progression, and lessons learned and discuss the duty of museums to diversify the curatorial and conservation fields in relation to race and to collect, preserve, and study non-Western art.

Location: Calloway

Type of Session: Traditional Panel Presentation

Track: Career/Personal Development; Collections/Exhibitions

Speakers: Carolyn Needell (Chrysler Museum of Art); Vanessa Thaxton-Ward (Hampton University); Angie Lopez (Chrysler Museum of Art); Mark Lewis (Chrysler Museum of Art); Tashae Smith (Chrysler Museum of Art and Hampton University Museum)

So, You Have to Move Your Museum

Getting new furniture or that restoration project you've so

desperately needed is always exciting until you realize you suddenly need to pack thirty-plus years' worth of STUFF! It can be overwhelming and almost terrifying. Where do you even begin? How is your staff of three supposed to complete this mammoth task? After completing a move (including collections and offices) for restoration with the VB History Museums and an office move for renovations with the Hampton University Museum, we have some notes. If you're looking to, or getting ready for, a big move, this is the session for you!

Location: Dorsey

Type of Session: Case Study

Track: Internal Affairs; Collections/Exhibitions

Speakers: Amanda Wells (Hampton University Museum)

**5:00 pm – 6:30 pm Welcome Reception/Silent Auction
Student Poster Session Presentations**

Location: Exhibition Hall

**7:00 pm – 9:30 pm Evening Event: Virginia Aquarium &
Marine Science Center \$**

MONDAY, MARCH 11

8:30 am – 5:00 pm Registration Open

**9:00 am – 10:00 am Keynote Presentation
Museums and Gen Z: The Founders of our Next 250
Years**

With the 250th anniversary of the U.S. fast approaching, a new generation is setting the agenda for the country's future. Museums are uniquely positioned to spark curiosity and empower informed civic participation among younger people, but reaching this group effectively requires creativity, capacity, and innovation—building knowledge and skills about the needs of Gen Z.

Location: Goodman

Speaker: Caroline Klibanoff (Made By Us)

9:00 am – 6:30 pm Exhibit Hall and Silent Auction Open

10:00 am – 10:30 am Annual Meeting

Location: Goodman

10:30 am – 11:00 am Coffee Break

11:00 am – 12:15 pm Concurrent Sessions

Best Practices for Renting Your Museum

Large-scale facility rentals at small museums can seem daunting, especially for non-event planners, such as the Curator of Collections. In this session, we will discuss how we make large film productions, special event photography sessions, and facility rental events for non-profit and for-profit groups, working with small budgets and small staff while creating a mostly pandemic-proof revenue stream for our museums.

Location: Salon B

Type of Session: Case Study

Track: External Affairs; Internal Affairs

Speakers: Katie Reynolds (Agecroft Hall & Gardens); Libby Howlett (Agecroft Hall & Gardens); Jennifer Kohms (Chrysler Museum of Art)

How to Creatively Cultivate & Engage Your Major Donors

Cultivation is often the most overlooked step in building strong donor relationships. Using national data and trends is giving as well as our decades of first-hand experience, we will help you understand your donor's motivation for giving, how to connect their passion to your museum and programs, and strong donor relationships. Using national data and trends in giving as well as our decades of first-hand experience, we will help you understand your donor's motivation for giving, how to connect their passion to your museum and programs, and finally, the best way to make the ask. You will also hear from a panel of museum staff who will share their personal stories and practical tips on how they have creatively engaged a diverse group of donors and members. You will leave better prepared to build strong donor relationships, creating a robust pipeline of potential major and planned gifts.

Location: Kaye

Type of Session: Traditional Panel Presentation

Track: External Affairs

Speakers: Victoria Dietz and Ginny Reynolds Badgett (The Curtis Group)

Historic Communities: Exploring Local History through Partnerships

In 2021, Prince William County's Office of Historic Preservation created a new position: a Historic Communities Coordinator. This position was designed specifically to work with the community as well as local agencies and commissions to document and preserve local history. This session will explore how this position was envisioned and how it has worked practically, and specifically how the Historic Communities Coordinator works with the Country's Historical Commission to capture and interpret local history through oral histories, public programs, and

internships. Learn how museums and nonprofits can work alongside local advisory commissions to both preserve the past and reach out to the community.

Location: Salon C

Type of Session: Traditional Panel Presentation

Track: Education/Outreach

Speakers: Lauren Maloy (Prince William County Office of Historic Preservation); Yolanda Green (Prince William County Historic Commission); Meaghan Brennan (Prince William County Historic Commission)

Social Emotional Learning in Museums: Tools for Intentional Integration, Building Organizational Awareness, and Strengthening Community Partnerships through SEL Efforts

Can you name the five competencies of SEL? Are you familiar with VDOE's SEL Guidance Standards? Do you know how to find SEL partners in your local schools? You will by the end of this session learn how SEL can be a bridge to strengthen museum-school partnerships, K-12 student learning outcomes, adult learning, and museum-wide equity efforts. Participants will gain fluency in the language of SEL state standards and frameworks, as well as practice teaching SEL skills via integration into content. We will review case study examples from leading art, history, and children's museums that are pioneering SEL integration in their programming. Go from SEL-curious to SEL-informed!

Location: Salon A

Type of Session: Expert-Led Discussion

Track: Education/Outreach

Speakers: Jacqueline Langholtz (UVA); Maria Genova, PhD, (Fairfax County Public Schools)

A Digital Journey: 20 Years of DAM at The Colonial Williamsburg Foundation

We want to share our digital asset management (DAM) story with the VAM community to help others currently working in DAM. Our hope is that we can create a DAM user group within VAM that will support and encourage the work of all in this field. One of the things we've found most helpful to us is listening to other GLAM institutions use case studies and asking questions. A DAM user community in Virginia museums would share knowledge and experiences, host/attend on-site visits to other institutions, and support each other in making their digital collections more accessible to internal users and eventually external partners, visitors, and scholars.

Location: Dorsey

Type of Session: Expert-Led Discussion

Track: External Affairs; Internal Affairs; Collections/ Exhibitions
Speakers: Tracey Gulden and Jenna Simpson (Colonial Williamsburg)

What is Museum Work? Community Led Initiatives at James Monroe's Highland

Collaboration between museums and community members takes many forms. In this session, members of the Highland Council of Descendant Advisors and Highland's Executive Director discuss the evolution of relationships in a collaborative space, leading that has led to fruitful projects and programs. With candor and insight into the meaning of this shared work, the panelists explore the highs and lows of years-long relationships and museum direction.

Location: Calloway

Type of Session: Traditional Panel Presentation

Track: Education/Outreach

Speakers: Sara Bon-Harper (James Monroe's Highland) Ramona Chapman (VA DHCD); Jennifer Stacy (James Monroe's Highland); +1

12:30 pm – 2:15 pm Awards Luncheon \$

2:30 pm – 3:45 pm Concurrent Sessions

VA250: Commemorating America's Heritage Through Grantmaking

Join the VA250 Commission and its partners the Virginia Tourism Corporation, Virginia Humanities, and the Virginia Commission for the Arts to learn about exciting funding opportunities in commemoration of our nation's history of the Revolution and its legacy. The panel will provide highlights from successful projects and comprehensive details about the grant application processes and future funding opportunities. Discover what makes each grant program unique and walk away with tips, tools, and strategies for seeking a VA250 grant.

Location: Calloway

Type of Session: Traditional Panel Presentation

Track: External Affairs

Speakers: Sue Perdue (VA Humanities); Cheryl Wilson (VA250, Executive Director); Staci Martin (VA Tourism Corporation); Margaret Hancock (VA Commission for the Arts)

Museums and Social Impact – Measuring Intangibles

Museums need to demonstrate social impact, but it's challenging to measure. Come learn about three ways of thinking about and measuring social impact and leave prepared to begin incorporating it into your work. The session includes time for break-out groups to discuss applying these frameworks for interpretive design and evaluation.

Location: Salon A

Type of Session: Roundtable

Track: Education/Outreach

Speakers: Michele Longo (Office of Historic Alexandria); Richard Josey (Collective Journeys, Inc.), Mariruth Leftwich, PhD (JYF)

Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories

To tell a more honest and inclusive history of its past, the Thomas Jefferson Foundation (TJF) has recently installed two memorials that recognize the enslaved community of Monticello and their descendants. TJF and their design team, Peter Cook, PAIA, of HGA, and Thomas Woltz of Nelson Byrd Woltz, will share stories of the design and construction of the Burial Group for Enslaved People at Monticello and the Contemplative Site, located near the end of Mulberry Row, the center of plantation work at Monticello. The panel will describe the comprehensive engagement effort conducted with the descendant community.

Location: Salon B

Type of Session: Case Study

Track: Education/Outreach; External Affairs; Internal Affairs; Career/Personal Development; Collections/Exhibitions

Speakers: Scott Cryer (HGA); Jenna Owens (Thomas Jefferson Foundation); Peter Cook (HGA); Thomas Woltz (Nelson Byrd Woltz)

Words Count! Writing Exhibit Labels That Visitors Will Read

As museum professionals, most of us will be asked to read, write, or edit an exhibit script at some point in our careers. In this session, we will go over the elements of an exhibit script, distinguish between good and great labels, and share ideas for how to make your words stand out. The session will also cover writing for digital exhibits. We will break into groups to practice writing exhibit labels for everyday objects. Participants are encouraged to submit their favorite labels, their hated labels, and labels they are looking for feedback on to sarahalexandracoster@gmail.com.

Location: Kaye

Type of Session: Expert-Led Discussion

Track: Collections/Exhibitions

Speakers: Scott Vierick (History Associates, Inc); Sarah Coster (Independent Consultant)

Approaching NAGPRA Compliance

Although the Native American Graves Protection and

Repatriation Act (NAGPRA) was passed into law over thirty years ago, few museums understand what the law requires and who adheres to it. In 2020, in compliance with the law and in partnership with sixteen Tribal Partners, Preservation Virginia embarked on a project to assess our collections and build an inventory of Native American funerary and material culture objects as per NAGPRA requirements. In this presentation, we will outline our approach to NAGPRA compliance as a way to share resources, funding opportunities, and processes with other VA institutions.

Location: Salon C

Type of Session: Traditional Panel Presentation

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Elyse Werling (Preservation Virginia); Dr. Ashley Spivey (Kenah Consulting); Lauren Jakobsson (Independent NAGPRA Consultant); Lea Lane (Old Salem Museums & Gardens)

Museum Store Essentials

Museum stores are a vital part of the visitor experience and an important revenue stream for many museums. This session will review key performance indicators for museum stores, how to connect the store to your mission, and how to use the store to achieve your strategic goals. This session will be beneficial to both museum retail professionals and those new to museum stores.

Location: Dorsey

Type of Session: Expert-Led Discussion

Track: External Affairs; Internal Affairs

Speakers: Colleen Higginbotham (The Chrysler Museum)

4:00 pm – 6:30 pm Reception/Regional Meet-ups

Location: Exhibit Hall

6:30 pm Exhibit Hall Closes

7:00 pm – 9:30 pm Evening Event: Virginia Museum of Contemporary Art (MOCA) \$

TUESDAY, MARCH 12

8:30 am – 10:30 am Registration is Open

8:30 am – 12:00 pm Silent Auction Pick-up

8:30 am – 9:00 am Continental Breakfast

Location: Salon D&E

9:00 am – 10:30 am Town Hall Session: Building Belonging in Your Museum

Join members of the Children's Museum of Richmond's Leadership Team and VAM DEAI Director Richard Josey to explore one organization's journey of a complete culture overhaul, resulting in a resilient, engaged, and purposeful team. You will learn innovative strategies and programs to help your museum solidify a culture of belonging, including tactics and evaluation methods that can be immediately implemented.

Location: Salon D&E

Type of Session: Expert-Led Discussion

Track: Career/Personal development

Speakers: Whitney Fogg and Danielle Ripperton (Children's Museum of Richmond); Richard Josey, Director of DEAI (VAM, moderator)

11:00 am – 12:15 pm Concurrent Sessions

Demystifying Museum Finance: Budgeting & Financial Statements

Even though we don't typically enter the museum field with extensive finance backgrounds, many of us will be expected to participate in the budget process and other financial management efforts as we advance in our careers. This session will seek to demystify the budget process, looking at institutional and project budgeting, while also providing an overview of museum financial statements. Our panel will include two museum leaders experienced in both 501c3 and government museums, as well as federal and foundation grants. Come with your specific budget questions as we build in time to apply principles to specific case studies.

Location: Dorsey

Type of Session: Expert-Led Discussion

Track: Internal Affairs

Speakers: Karen Daly, Executive Director (Stratford Hall)

Update from the Virginia Department of Education and the 2023 History and Social Science Standards of Learning

The History and Social Science program at the Virginia Department of Education (VDOE) is excited to announce an Academic Update for the 2023 History and Social Science Standards of Learning and Standards of Learning Instructional Guides. The session will include opportunities for museum educators to view the Standards of Learning and Crosswalk (a document that outlines the changes), ask questions regarding resources and instructional materials and support classroom teachers through professional

development and training sessions.

Location: Kaye

Type of Session: Expert-Led Discussion

Track: Education/Outreach

Speakers: Christonya Brown (VDOE)

Oh, the Places We'll Go! Engaging Museums and Historic Sites with Augmented Reality Applications

This session explores the journey of implementing Augmented Reality (AR) at historic sites and museums by examining the Princess Anne County Training School/Union Kempsville High School Museum and historic Francis Land House in Virginia Beach. AR technology is an interactive tool that allows museums to enhance user experience with computer-generated audio and visual elements laid over the physical world. Discover how this immersive experience makes sites more engaging and accessible to guests who are on-site visiting the museum, for students in the classroom, or for visitors exploring from the comfort of their own homes.

Location: Salon A

Type of Session: Traditional Panel Presentation

Track: Education/Outreach

Speakers: Annmarie Reiley-Kay, Myra Hamlett, Dylan Spivey, and Maddy Laing (VA Beach History Museums)

Museums + College/University: From Problems to Partnerships

Museums today are continuously talking about, and subsequently looking for, strategies to reach "new" (which can sometimes be code for "young") audiences. One subset of this vast amorphous next-generation group tends to be the elusive college and university student. This roundtable discussion brings together thought leaders in museum engagement and learning to explore various practices and partnerships between museums and colleges/universities and the impacts and outcomes yielded from these engagements. A combination of short presentations, collective activities, and individual and joint reflection will be used in this active learning roundtable session.

Location: Calloway

Type of Session: Roundtable

Track: Education/Outreach

Speakers: Stacey Shelnut-Hendrick (Chrysler Museum of Art); Truly Matthews (VA MOCA); Solomon Isekeije (Norfolk State); Celeste Fetta (VMFA); +1

From Virtual Tour to Driving Tour: How to Convert From an Online Only Presence to a Physical Tour

Do you have an online-only history trail that you would like to turn into a physical driving or walking tour, but don't know how

to do that? When COVID-19 hit, many organizations took their programming online when a physical presence in their museums was not available. Previously, the Prince William County African American History Trail was an online-only list of some historic sites in the county. This session will explore the process staff took to take the tour out of the virtual realm and into a new experience for visitors while partnering with businesses and engaging with other community groups to expand and enrich the story.

Location: Salon B

Type of Session: Expert-Led Discussion

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Dan Goldstein (PWC Office of Historic Preservation); Megan Leary (STQRY)

Hard History & Community Engagement: (Re)building the 18th-Century Williamsburg Bray School

William & Mary (W&M) and Colonial Williamsburg (CW) are working with members of the local community to tell the story of the Williamsburg Bray School. Opening in fall 2024, the original 1760 building will be used as a focal point for research, scholarship, and dialogue regarding the complicated story of race, religion, and education in early America. Representatives from CW, the W&M Bray School Lab and the descendant community will discuss the hard history and legacies of the Williamsburg Bray School – a physical structure, an educational enterprise, and a community icon – and how through collaboration this important story is being told.

Location: Salon C

Type of Session: Case Study

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Maureen Elgersman (William & Mary Bray School Lab); Matthew Webster (Colonial Williamsburg Foundation); Tonia Meredith (W&M Bray School); Elizabeth Drembus (W&M Bray School)

1:30 pm – 3:30 pm Post-Conference Tours/Activities

Hard Hat Tour and Frameworking Experience at the Chrysler Museum \$

VIRGINIA CERTIFICATE IN MUSEUM MANAGEMENT

2024 Conference Reporting Form

NAME: _____ EMAIL: _____

Earn credit toward your certificate at the conference in one of the following ways. Please check one:

- MULTI-DAY CONFERENCE requirement - attend 5 sessions, obtain a presenter signature for each session on reverse
- CORE CURRICULUM requirement - attend 4 sessions, obtain a presenter signature for each session on reverse
**Attend four sessions within a core curriculum area (some areas offer more than one session during a time slot—choose one), and have this form signed by a presenter from each session. (Not all sessions will fit easily into a core category, so there are a couple of sessions not listed below.) *Please check the Core Curriculum Element you are completing:*
- Education/Outreach:**
- Historic Soundscapes and Digging in the Dirt: Expanding Accessibility in K12 Education
 - Developing & Nurturing Diverse Community Partnerships through Museum Education
 - Summer of Space: How 3 Museums Used Space Travel to Engage Diverse Audiences
 - Climate Resilience Resources for Cultural Heritage: Creating a Climate Resilience Strategy for Your Organization, Benefiting Your Community
 - Historic Communities: Exploring Local History through Partnerships
 - Social Emotional Learning in Museums: Tools for Intentional Integration, Building Organizational Awareness, and Strengthening Community Partnerships through SEL Efforts
 - Summer Camps: Building Diversified Engaging Programs by Creating Relationships and Including Community Partners
 - What Is Museum Work? Community Led Initiatives at James Monroe's Highland
 - Museums and Social Impact - Measuring Intangibles
 - Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories
 - Approaching NAGPRA Compliance
 - Oh, the places we'll go! Engaging Museums and Historic Sites with Augmented Reality Applications
 - Museums + College/University: From Problems to Partnerships
 - From Virtual Tour to Driving Tour: How to Convert From an Online Only Presence to a Physical Tour
 - Hard History & Community Engagement: (Re)building the 18th-century Williamsburg Bray School
 - Update from the Virginia Department of Education and the 2023 History and Social Science Standards of Learning
 - Practicing Inclusivity in the Museum Space
- External Affairs:**
- Have We 'Peaked Your Interest? Building Historical Attractions in Chesapeake, VA \$
 - Why Cultural Philanthropy is Important; What Interns Want: Practical Tips for Creating a High-Quality Internship Program
 - Practicing Inclusivity in the Museum Space
 - Developing & Nurturing Diverse Community Partnerships through Museum Education
 - Summer of Space: How 3 Museums Used Space Travel to Engage Diverse Audiences
 - Climate Resilience Resources for Cultural Heritage: Creating a Climate Resilience Strategy for Your Organization, Benefiting Your Community
 - What Interns Want: Practical Tips for Creating a High-Quality Internship Program
 - Best Practices for Renting Your Museum
 - How to Creatively Cultivate and Engage Your Major Donors
 - A Digital Journey: 20 Years of DAM at The Colonial Williamsburg Foundation
 - VA250: Commemorating America's Heritage Through Grantmaking
 - Museum Store Essentials
 - Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories
 - Approaching NAGPRA Compliance
 - From Virtual Tour to Driving Tour: How to Convert From an Online Only Presence to a Physical Tour
 - Hard History & Community Engagement: (Re)building the 18th-century Williamsburg Bray School
 - Leadership Forum: Building Impactful Relationships with Your Local Government \$

Internal Affairs:

- Practicing Inclusivity in the Museum Space
- Transformative Voices: How Stories of Access & Diversity Motivate Leadership Towards Institutional Sustainability
- Climate Resilience Resources for Cultural Heritage: Creating a Climate Resilience Strategy for Your Organization, Benefiting Your Community
- So you have to Move your Museum
- Best Practices for Renting Your Museum
- A Digital Journey: 20 Years of DAM at The Colonial Williamsburg Foundation
- Museum Store Essentials
- Demystifying Museum Finance: Budgeting & Financial Statements
- Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories

Career/Personal Development

- Opening Session: What Employers Seek
- Tips for Effective Interviewing
- Transformative Voices: How Stories of Access & Diversity Motivate Leadership Towards Institutional Sustainability
- Diversifying Museum Curation and Conservation
- Practicing Inclusivity in the Museum Space
- Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories
- Town Hall Session: Building Belonging in Your Museum

Collections/Exhibitions

- Historic House Forum: Furnishing Spaces
- Partners in History: A long-term collection-sharing partnership between the VMHC & BHMVA
- Practicing Inclusivity in the Museum Space
- Climate Resilience Resources for Cultural Heritage: Creating a Climate Resilience Strategy for Your Organization, Benefiting Your Community
- So you have to Move your Museum
- From Virtual Tour to Driving Tour: How to Convert From an Online Only Presence to a Physical Tour
- A Digital Journey: 20 Years of DAM at The Colonial Williamsburg Foundation
- Honoring Monticello's Enslaved Community: From Getting Word to Sharing Stories
- Words Count! Writing Exhibit Labels that Visitors will Read
- Approaching NAGPRA Compliance
- Hard History & Community Engagement: (Re)building the 18th-century Williamsburg Bray School
- Diversifying Museum Curation and Conservation

ACCESSIBILITY POLICY

The Virginia Association of Museums is committed to making our meetings & events accessible to all.

It is the policy of VAM to hold meetings, conferences, and other professional events where barriers of any type do not exclude people from attending or participating. In all cases where you may need additional assistance or accommodation of any kind, whether listed below or not, please allow eight weeks prior to an event for notification so that we have time to make arrangements on your behalf.

CHEMICAL SENSITIVITY

All of VAM's events are smoke-free and as often as possible, held in smoke-free venues. In addition, VAM encourages meeting attendees to refrain from using excessive amounts of perfume, cologne, aftershave and other fragranced personal care products, as a courtesy to those attendees with chemical sensitivity or allergies.

HEARING IMPAIRMENT

VAM is committed to making sure that our attendees with a hearing impairment can benefit from our professional development events. Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). Depending on the content and flow of the event, VAM will ensure that reasonable accommodations are made, whether it is the provision of sign language interpreters, note-takers, or auxiliary listening devices.

MOBILITY CONSTRAINTS

Whenever possible, VAM's programming will be held in locations that are fully accessible for anyone with mobility constraints. On occasion, due to the specific nature of the topic, there may be an event that cannot be made completely accessible to those in wheelchairs. (i.e. garden preservation). If this is the case, this will be noted in the event description. When requested, VAM will ensure that adequate aisle space and cut-outs for wheelchair users will be present in meeting rooms and locations. Please note standard head tables (when used) include a podium and podium microphone. If you are presenting and require alternative arrangements please notify VAM staff.

NURSING MOTHERS

A private space will be made available when requested in advance for nursing mothers who attend VAM-sponsored events.

SERVICE ANIMALS

Service animals are welcome to attend any VAM programming; all of our programming occurs in venues operated by other entities, so if they impose any limitations on service animals, their policies override ours.

VISUAL IMPAIRMENT

Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). If you prefer that VAM provide you with an aide who can help you find your way to session rooms, we will make every attempt to match you with a volunteer for this purpose. VAM is also happy to provide you with large print handouts should you need them.

New Workshops!

2024 Workshops

Demystifying Museum Finance: Budgeting & Financial Statements

April 3, 2024, at 1:00 pm - 2:00 pm Format: Webinar Certificate Track: Internal Affairs

Even though we don't typically enter the museum field with extensive finance backgrounds, many of us will be expected to participate in the budget process and other financial management efforts as we advance in our careers. This session will seek to demystify the budget process, looking at institutional and project budgeting, while also providing an overview of museum financial statements.

Speaker: Karen Daly, Executive Director, Stratford Hall Historic Preserve

Museums and Teaching with Your Primary Sources

June 4, 2024, at 11:00 am - 1:00 pm Format: Virtual Certificate Tracks: Collections; Education/Outreach

Museum Collections and Archives contain items that allow students and visitors to understand and find context for first-hand experiences from history. Studying primary sources provides tangible links the technological, scientific, and social changes of the past. Museums can use their collections to expand the knowledge to all visitors. Learn how staff at the Woodrow Wilson Presidential Library make their collections accessible and provide primary source analysis to students, teachers and general visitors. Gain information on how to support museum education activities while still maintaining your collection.

Speakers: Emily Kilgore, Director of Education and Engagement at the Woodrow Wilson Presidential Library
Danna Bell, Educational Resource Specialist at the Library of Congress and member of the Board of Trustees at the Woodrow Wilson Presidential Library

More workshops to come!
Stay tuned for more!

Fall – Building Impactful Relationships with Community Partners
Certificate Track: External Affairs (Advocacy)

October 7, 2024 – Consistent Collaboration: Museum Education, Customer Service, & You
Certificate Track: Education/Outreach



Join us next year at the Inn at Virginia Tech

March 15, 2025 - March 18, 2025